

tasks as complicated as the presidency. More shrewd expedients, has some previously disliked and, or efforts to direct ing from eating apples and spread by these spe-

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re is for radio and tele-
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alied trades; the amount of advertising in publica-
tions, and other factors, suggest that more than half of
them are kept busy producing advertising. The same
may be said of the more than 50,000 artists.

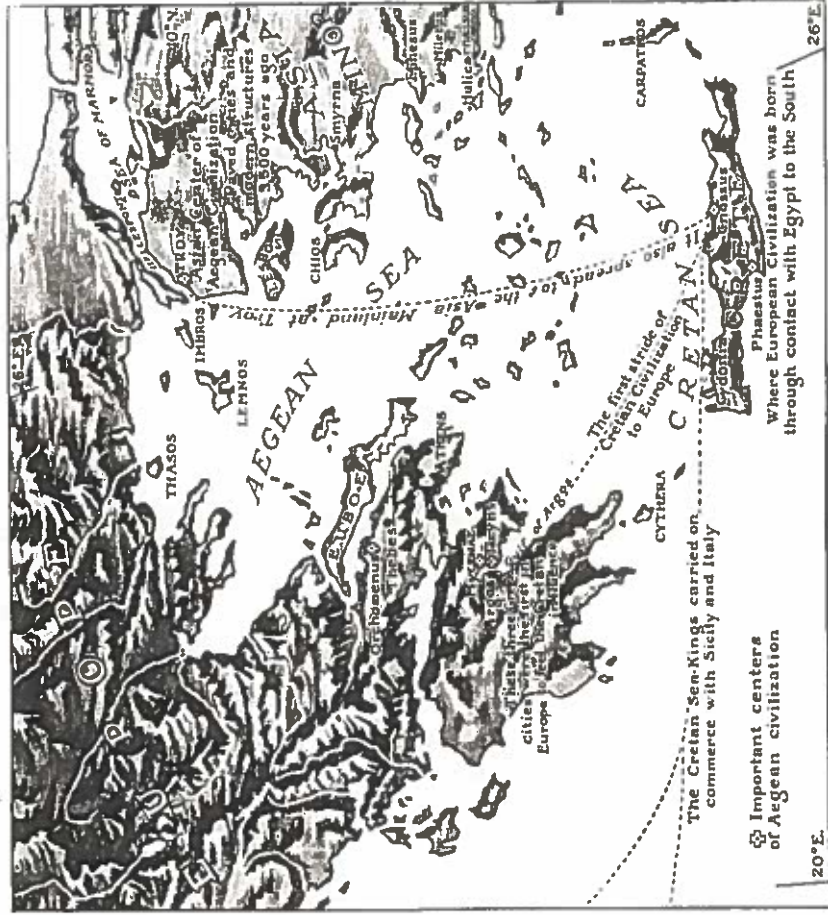
History of Advertising

Printed advertising began to appear about two
hundred years after the printing press was invented
in the 15th century

(see Printing). The
first English news-
papers, in the days
of Cromwell and the
stuart kings, con-
tained a few adver-
tisements; but most
advertising was
done with handbills
and public signs.
American adver-
tising remained in
this primitive form
throughout the colo-
nial period and un-
til manufacturing
developed early in
the 19th century.

From newspaper ad-
vertising, printed in
the form we know as
want ads, became
ubiquitous. Most of
it remained con-
servative in tone,
until the showman,
T. Barnum, dur-
ing and after the
Civil War period,
showed how people
could be moved to
buy with sensation-
al appeals. New
printing and en-
graving methods,
which permitted
lavish use of illus-
trations, followed.

WHERE EUROPEAN CIVILIZATION WAS BORN

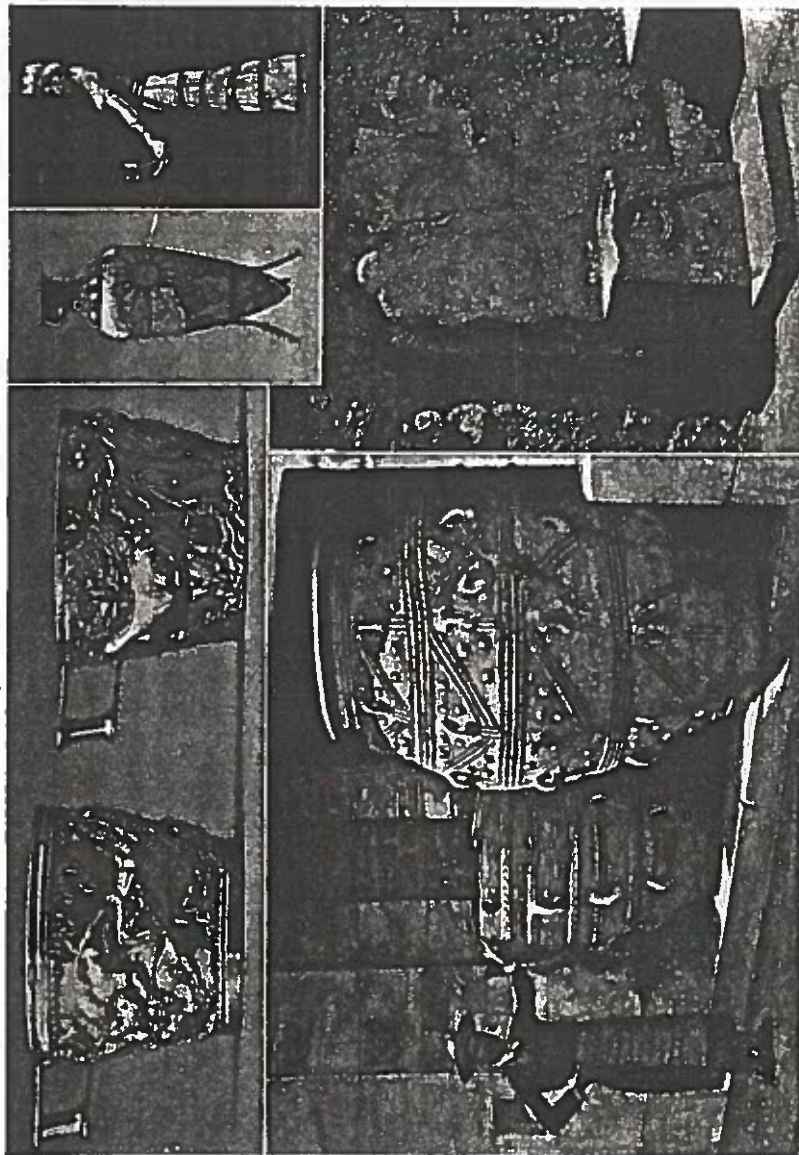


In Europe, civilization dawned in the three cities of Mycenae, Argos, and Tiryns, on the mainland of Greece. But this civilization began in the island of Crete, which in turn owed the beginning of its development in the arts and industries to Egypt and Asia. From Crete the light spread not only to Greece, but was carried by the Cretan sea kings in connection with their commerce, to Sicily and Italy on the west, and to Troy on the north. We are apt to think of Troy as only an imaginary place, the creation of a great poet's brain, but how substantial it seems when we know that it really existed some three thousand years ago, and that it had paved streets, formidable stone walls, and elaborate buildings. The great palace in Cnossus (Crete) had running water, bathrooms, and other "modern" conveniences.

basin had taken the first steps upward from barbarism. Under the influence of their highly civilized neighbors of the valleys of the Nile and of the Tigris and Euphrates, they too developed a civilization worthy to be compared with any that had before existed. On the island of Crete and later on the mainland, they built paved cities with massive fortifications.

AEGEAN ART 1,000 YEARS BEFORE CHRIST

This contact first took place between Crete, the southernmost of the Aegean islands, and the Egyptians, who were only a three days' sail to the south. By 2000 B.C. the Cretans had become a highly civilized people. Their war and trading galleys made the Aegean and other parts of the Mediterranean a Cretan lake, and the kings of Crete received tribute



While the Greeks were still unlettered barbarians, the skilled artists of the Aegean were turning out such wares as those shown above. The great ornamented oil-jar—large enough to hold one of the Forty Thieves of All Baba in the 'Arabian Nights'—was found in the great palace at Knossos (Crete). The marble throne is from the throne room of the same palace. Above are the fine gold cups found at Vaphio (near Sparta), with marvelous representations of the netting of wild bulls. The wise-jar (*amphora*) shows typical Cretan use of sea figures in decoration. Most wonderful of all is the tiny ivory statue of the Cretan snake goddess, remarkable alike for the grace and charm of the figure and its extremely modern flounced costume. It comes to us like a breath of today across the 3,000 years which separate us from this civilization so recently uncovered.

They raised great stone palaces, richly decorated with paintings and sculptural ornaments, and equipped with running water, bathrooms, drainage, and other conveniences which we regard as typically modern. They developed an art of extraordinary interest, producing work in pottery, metals, and carved gems that has rarely been surpassed.

Crete the Center of Mycenaean Civilization
We call this civilization the Aegean civilization.

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A New World R
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Nowhere else have
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ce between Crete, the islands, and the Egyptian ships' sail to the south. I become a highly civilized trading galley made of the Mediterranean and Crete received tribute



These are the gold cups found in the 'Aegean Night'—was found in the Aegean. The photograph shows typical Cretan ideas, remarkable alike for the wealth of today across the 3,000

The great legendary sea- and from his name the been applied to the whole re, when Cretan influence

wonderful gold cups, sculptures, and other articles discovered there. Other cities on the Greek peninsula and on the Aegean islands shared in this culture; and it was spread as far as Sicily, Italy, and Spain by the roving Cretan traders.

Troy One of Its Outposts

On the mainland of Asia Minor too the same general type of civilization sprang up, beginning there 1,500 years before the great palaces of Mycenae and Tiryns were built. The famous city of Troy, in the northwestern corner of Asia Minor near the shores of the Hellespont, was the Asian center of this Aegean civilization. On the site of a Neolithic village established about 3200 B.C., a stone-walled city was raised some 600 years later. At first a mere outpost and trading village, Troy increased in importance because of its strategic position near the Hellespont. By the time of Homer's Trojan Wars, it was the fortress center of a considerable kingdom (the Trojan War).

But by the time the use of iron had become common in the Aegean (about 1000 B.C.), the widespread Aegean civilization had received its death blow at the hands of Indo-European invaders from the north. These peoples we know as the Greeks. At that time they were still rude barbarians. In wave after wave they swept down into the peninsula of Greece and across the Aegean. The proud kingdoms of Mycenae and Troy and Cnossus fell before their resistless advance and were completely overwhelmed. Their history survived in confused traditions which we are only beginning to understand.

A New World Revealed by Excavations

A few generations ago men knew nothing of this great chapter in European history. The palaces, weapons, and paintings of this pre-Greek world lay silted over beneath the sands of the ages. Then in 1870 Heinrich Schliemann began to dig down through the deposits that hid the buried city of Troy, and the story of Aegean civilization began to be suspected (see Schliemann). Then followed excavations at Mycenae and Tiryns and other places, until today we have many remains of this forgotten civilization.

Nowhere else have such impressive survivals of the earliest Aegean culture been found as in the island of Crete. Sir Arthur Evans started the excavations here in 1900. He reconstructed many of the ruins at his own expense, notably part of the palace

Archeologists have pushed forward the work in the Aegean area in the present century, even though interruptions occurred because of the Balkan Wars and two World Wars. They learned a great deal about what happened to the great Minoan civilization after its political and economic hold on the eastern Mediterranean was broken. The barbaric Greek tribes absorbed much of the Minoan culture and used it as a basis on which they built their own civilization. Under the ruins of Hellenic temples on the mainland of Greece and on the Greek islands, older fragments of Minoan inspiration are often found. Certain groups of people of Minoan culture were driven from their homes and wandered to other lands. Archeologists think that perhaps two such groups, whose home had been in Asia Minor, wandered to Italy and Palestine, where they were later known as the Etruscans and the Philistines.

AENEAS (ē-nē'ās). According to the stories which the old Romans loved to tell, their imperial city was settled by descendants of the heroes of lofty-towered Troy. Aeneas, son of Anchises and the goddess Aphrodite (Venus), led a little band of Trojans to Italy and settled on the plain of Latium.

Aeneas, according to the story, was the bravest of all the Trojans after Hector. When Troy was conquered and burned, he escaped from the city with old Anchises on his shoulders and leading his young son by the hand. For seven years he and his companions wandered over the Mediterranean in their swift-oared ships.

Near Carthage on the African coast Aeneas was wrecked. The Carthaginian queen Dido loved him and begged him to stay. But the gods sent him wandering again, and Dido killed herself for grief.

After further wanderings Aeneas came at last to Latium, a land in central Italy. The king welcomed him and gave him his daughter in marriage. For years, so the story goes, Aeneas reigned happily over the united Trojans and Latins. Then in battle with the Etruscans he vanished. His subjects, failing to find his body, believed that he had been carried to heaven, and worshipped him as a god.

Aeneas is the hero of Vergil's famous Latin epic the 'Aeneid'. Vergil frequently calls him "the pious Aeneas" because of his loyalty to his father Anchises. AENEAS (ē-nē'ās). According to a story told in the 'Odyssey', Aeolus was given command of the four winds by Zeus. With them he lived on a brass-walled island (the modern Stromboli north of Sicily). His

ALMOND

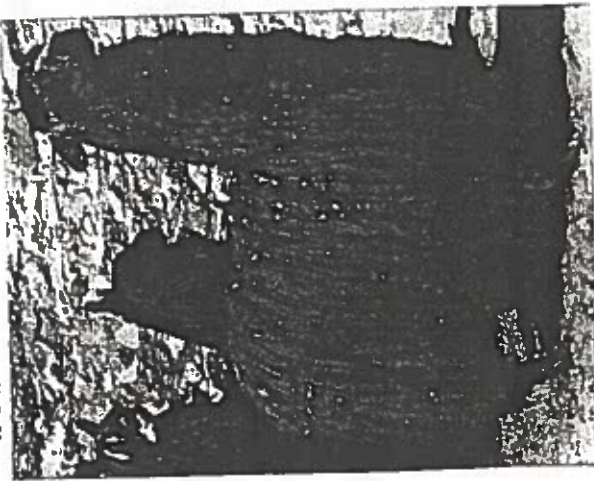
bear fruit, it is often planted for ornament. The dwarf almond, a native of Russia, is favored for this. Scientific name of the almond, *Amygdales communis*.

ALPACA. A full-grown alpaca stands about 3½ feet high. It looks like a large goat with a camel-like head. Thick, woolly hair, from 6 to 24 inches long, grows on the body and legs, and often reaches the ground. From it is woven one of the world's finest woolen fabrics. The color may be white, brown, black, or mixed on the same animal.

The alpaca is found only in the Andes Mountains, usually at heights of from 13,000 to 15,000 feet. It rarely descends below 6,000 feet. Its chief food is a grass called *ichu*. It can go without grass or water for long periods, because its three-chambered stomach serves as a reservoir. Cleft feet with hooked spurs help it to climb steep crags. And no region other than the high Andes seems to suit this animal. Attempts to raise it elsewhere have failed.

Ever since the days of the ancient Incas, or earlier, the natives of Peru and Bolivia have used alpaca wool for clothing, and the skin for rugs. They seldom

A FINE CROP OF ALPACA WOOL



Its long fleece shows that this alpaca is about ready for shearing. An adult alpaca yields from four to ten pounds of wool every second year.

warp and an alpaca weft. The scientific name of the alpaca is *Lama glama pacos*.

The alpaca, the llama, the guanaco, and the vicuña together form the genus *Lama* of the family *Camelidae*. The vicuña, smallest of the group, lives wild in Peru. It is the lightest, strongest, and warmest wool known. Peruvian law, only a few may be killed each year.

eat the flesh, although it said to be palatable. Most of the alpaca wool commerce is grown in Bolivia and Peru. The natives keep small herds which graze on the bleak plateau by day and follow leaders into rude stone corrals at night. The animals are sheared every year or two. To do this the herders must throw the animals to the ground and tie their feet together. Most of the wool is sent to Arequipa, Peru, where it is sorted according to color, length, and quality, and marketed. The number of alpacas is said to be less than two million.

Genuine alpaca fabrics are soft, strong, light, and durable. Many fabrics called alpaca are made from mohair, cotton, or rayon. One cloth commonly called alpaca has a pattern

that they could abandon signs and do all their letters. The Seirites, however, upon alphabetic writing, only kind they knew. It is evident that the natives and easier than any other, setting this, would add Semitic and Early Greek relics from Palestine. The Semitic peoples of the Canaan came to use the Canaan letters, consisting of the original picture is still clear. Then, a turn of events in writing throughout development started, conquered, and the Greek of the time, the learned Phoenician writing changes, to suit the time the

How the MINERS of SINAI Gave Us Our A B C's

ALPHABET. To write the letters C, A, and T for "cat" seems as natural to us as pronouncing the word. Each letter stands for one sound in the spoken word. To write the word, we set down a sign for each sound, in the proper order.

We call this kind of writing *alphabetic*, from the names *alpha* and *beta* of the first two letters in the Greek alphabet. Because the method is so simple, we find it hard to imagine anything writing in any other way. Actually, however, alphabetic writing came late in human history. Throughout early ancient times, people used pictures and signs for words or syllables, just as we use the sign S for the word "dollar" (Writing). Hundreds of signs were needed, and students had to spend years learning them. The



Egyptian masters of how to write. But the full, elaborated method they taught a simple for writing names. The first shown by the picture is the Egyptian name for "writing" as we often use it. Because of this picture of a water, the sound of our letters, however, of the Egyptians, with the Egyptian differences between the, for example, called them the wave sign with the Egyptians could of Egyptian symbols, names to them. The result. Each sign in the Semitic name this is actually what the Egyptian alphabet. But the invention effective that they could abandon signs and do all their letters. The Seirites, however, upon alphabetic writing, only kind they knew. It is evident that the natives and easier than any other, setting this, would add Semitic and Early Greek relics from Palestine. The Semitic peoples of the Canaan came to use the Canaan letters, consisting of the original picture is still clear. Then, a turn of events in writing throughout development started, conquered, and the Greek of the time, the learned Phoenician writing changes, to suit the time the

alphabet, with their new meanings. But difficulties arose over use of the sixth letter *waw* or *van*, because of possible use for related sounds. Our 'v' sound, for example, is *voiced*—that is, the vocal cords vibrate and add "body" to the tone. By omitting the voicing, we get the sound 'f'. The Greeks also heard a vowel sound, somewhat like the sound of our 'u', in the Semitic pronunciation of *waw*. All these meanings came into use in some parts of Greece. Some Greeks kept the letter in the sixth place to mean 'w', and called it *digamma*. Those who used it for 'u' placed it after the old last letter, T, and called it *upsilon*. Later the letters *psi* and *chi* were added to represent certain combination sounds, and unvoiced 'v', or 'f', was written as *phi*. Finally, the Greeks added a long 'o', or *omega*, as a 24th letter at the end of their alphabet.

New Greek Shapes

The Greeks also changed the shapes of many letters, to suit a change in the direction of handwriting. The Phoenicians, like all Semitic peoples, wrote from right to left. This led them to make horizontal strokes to the left of an upright one, as in their letter *keh* (𐤊). But the Greeks used a back-and-forth method of writing one line from right to left, the next one from left to right, and so on. In each line, they turned the strokes as they writing went. Thus they wrote *keh* both as 𐀀 and as 𐀁.

By the 4th century B.C., however, the most cultured Greeks wrote from left to right only, and they used the shapes suited to this style. Their artistic sense led them also to give many of the old letters more graceful shapes. These improved letters still persist as the capitals in the modern Greek alphabet.

Development of the Latin Alphabet
Most of these changes were made by the more

served for the 'u' sound. The Romans dropped Z and X from the alphabet because at this time their speech did not use these sounds; but they kept the old *qaw* sign, which the Greeks later dropped, as Q.

The most troublesome letter for the Romans was the Semitic *gimel* (Greek *gamma*). They finally settled some of their difficulties, however, by devising two letters, C and G (as is told in the Fact-Index history of the letter C). This letter was given the third place in the Latin alphabet, and G was used in the seventh place, instead of the dropped Z. A final change gave the old Semitic letter *chall* the consonant pronunciation of 'h', instead of making it a long 'e' as the Greeks had done.

After the Romans had conquered the Grecian world in the 2d century B.C., they became interested in Greek literature. To spell certain Greek names, they wanted to use some of the letters they had dropped. Therefore they added X and Z after V, and between these letters they inserted a new one, Y, as a variant of U. The letter V still continued to mean both V and U. Thus the classical Latin alphabet gained its final form, with twenty-three letters.

Rise of the Modern Alphabet
During the centuries when Rome ruled the Western World, the Latin alphabet spread through all northern and western Europe. In the course of the Middle Ages, the letters J and W were added, and the old V was

separated into U and V (as is told in the Fact-Index histories of these letters). These additions created the modern alphabet which is used for writing English, French, German, Spanish, Italian, and other languages of central and western Europe. In most of these languages, special marks are added to certain characters to indicate pronunciations. (For examples, see the entry Alphabet in the Fact-Index.)

EXAMPLES OF EARLY ALPHABETIC WRITING

Abbeal Inscription—10th-century Semitic script added to a monument of Sheeshonk I of Egypt; discovered at Gebel (Byblos) in Syria in 1893.

Ahirom Inscription—Phoenician script of 13th century B.C. on the tomb of Ahirom, king of Gebel (Byblos) in Syria; development to mature Semitic form practically complete; found in 1923.

Gezer Calendar—Hebrew of 8th to 6th century B.C., on limestone, recording the months and their harvests; script mature; found at Gezer in 1908.

Gezer Potsherd—15th century B.C. or earlier; characters for the name "Ben Y" closely resemble the Sinaitic script; found at Gezer in 1920.

Tell-el-Hesi Potsherd—13th to 12th century B.C.; bears the name "Bela" in characters still recognizable as descended from Sinaitic script; found in 1930; formerly called Lachish potsherd.

Moabite Stone—9th century B.C.; basalt slab describing victory won by Mesha, king of Moab; found in 1868, and for half a century the oldest known example of Semitic alphabetic writing.

Ras Shamra Cuneiform—Alphabetic characters made with cuneiform strokes, perhaps 15th century B.C.; may have been adapted from Sinaitic characters; found at Ras Shamra (ancient Ugarit) in 1929.

Siloam Tunnel Inscription—7th century B.C.; inscribed inside water tunnel constructed by Hezekiah (II Kings xx, 20) at Jerusalem, to celebrate completion; discovered in 1880.

A modified version of the Greek alphabet was used in the Balkan Peninsula after the fall of the Roman Empire and became Christian. According to tradition, St. Cyril and St. Methodius, missionaries to the Slavs, introduced the Greek alphabet to the Slav church liturgies. Wherever the Greek alphabet is the most widely used, it is the Cyrillic script. The Greek alphabet dates roughly from the 8th century B.C. It is a square modification of the Semitic K.

The shapes of lower-case letters developed from capital letters. In all handwriting, the tendency is to make the letters of the alphabet more compact. There is also a tendency to make the letters of the alphabet more compact. There is also a tendency to make the letters of the alphabet more compact. There is also a tendency to make the letters of the alphabet more compact.

The history of the alphabet has been fairly well traced. Herodotus wrote in his history that the alphabet was brought to Greece by Cadmus, a Phoenician, from the island of Thera and then from Thera to Greece. Modern discoveries support this. The oldest Greek inscription is the Semitic writing of the 8th century B.C. The later history of Greek and Latin alphabets is shown by inscriptions and papyrus scrolls. For some centuries the alphabet was explained; they called it "ox turning" from the fact that they developed the letters of the alphabet from the ox turning.

A modified version of the Greek alphabet arose in the Balkan Peninsula after the Slavs overran the region and became Christians in the 9th century. According to tradition, St. Cyril (827-869), one of the missionaries to the Slavs, adapted the Greek letters to the Slavic tongues in order to write the Bible and church liturgies. Versions of this alphabet are used wherever the Greek Orthodox faith prevails, except in Greece itself. The modern Russian alphabet is the most widely used of these Cyrillic scripts. The Hebrew alphabet dates roughly from the time of the Babylonian captivity in the 6th century B.C. It is a squareish, Aramaic version of the Semitic letters, which was widely used at the time.

Written and Printed Letters

The shapes of lower-case or "small" letters developed from capitals through handwriting. In all handwriting, the tendency is to make the angles and squarish shapes of capitals more rounded. There is also a tendency to link letters together, in order to gain a "run-ner" or cursive style that will be both easy and fast to write. The lower-case Greek letters show this tendency clearly. Later Latin handwriting led from this Greek style to ours. From the 3d century to the 9th, most letters were made in the *uncial* style, squareish in general shape but with rounded strokes. Then capitals, called *majuscule* letters, became separated from the smaller, more cursive *minuscule* form. Printing type imitated this difference. Type also makes the difference between upright letters (called *Roman*) and slanting letters (called *italic*).

Tracing the History of the Alphabet
The history of the alphabet from the days of the Phoenicians has been fairly well understood ever since Greek times. Herodotus wrote in his "History" that letters were brought to Greece by Cadmus of Tyre, who stopped first at the island of Thera and then founded Thebes (see Cadmus). Modern discoveries support this story. There contains some of the oldest Greek inscriptions known, and the letters resemble Semitic writing of the 13th century B.C.

The later history of Greek and Latin writing is known from many inscriptions and manuscripts. The principal Greek alphabet was made by Ionian tribes, who lived on the island of Asia Minor, in the islands of the Aegean, and around the coast of Greece by Cadmus of Tyre, who stopped first at the island of Thera and then founded Thebes (see Cadmus). Modern discoveries support this story. There contains some of the oldest Greek inscriptions known, and the letters resemble Semitic writing of the 13th century B.C.

when the Etruscans ruled the city of Rome (see Roman History). The Romans are thought to have developed their Latin alphabet from the Etruscan. From that time on, there are no considerable gaps in the history of the alphabet.

Discovering the Origin of the Alphabet
This history starts, however, with the advent of Phoenician writing in Greece. The earlier history of the alphabet remained almost completely unknown until after the World War of 1914-18. Several examples of early Semitic writing were known, as is indicated in the accompanying table; but each did not know when, where, or how this script was developed. Our first hint of the truth came in 1905, when an English archaeologist, Flinders Petrie, found some ancient inscriptions at Serabit in the Sinai peninsula. The writing looked alphabetic, because only 25 characters were used. Various relics at the site showed that inscriptions were made during the Twelfth Dynasty of Egyptian kings (2000-1877 B.C.). But the meaning of the inscriptions remained a complete mystery until 1916, when an English scholar, Alan Gardiner, decided that certain signs meant *Be'el*, a Semitic word for "lord," or goddess. His clue was a little sphinx used as a religious offering. It bore an Egyptian inscription which meant "Beloved of Hathor, Lady of the Turquoise," with a line of the strange characters. If these characters meant much the same as the Egyptian, one group of signs probably meant *Be'el*.

But for many years, scholars were misled by false theories. Some tried to interpret the inscriptions as the Ten Commandments, brought from near-by Mount Sinai by Moses. Others tried to derive them from Egyptian writing, used with Egyptian meanings. At last, in 1931, an American, Martin Sprenghel, did much to clarify the reading. He was a student of Arabic, of Egyptian, and he approached the problem from the viewpoint of the Semitic script. This suggested that the Egyptians may have let the Semitic miners choose and name signs to suit themselves, as told earlier in this article. He tried out this idea and his theory worked out. The Reverend Dr. Romain Buntin of Washington refined this work. The knowledge thus gained, together with other discoveries about early Semitic writing, now made the origin of the alphabet reasonably clear. (See also Alphabet in FACT-INDEX at the end of this volume.)

ALPS. Among the most important high mountains in the world are the Alps of Europe. (The word *alp* is German for "high mountain meadow.") They divide the central part of the continent into northern and southern portions, and this division has done much throughout history to shape nations, languages, and ways of life.

The peaks and higher crests rise more than 10,000 feet above sea level, and catch abundant snow and rain from moisture-laden westerly winds. Above the "snow line" at 8,000 feet (or 9,500 in some places), snow never melts. Hence it accumulates, turns to ice, and flows down the valleys as "glaciers."



When the letters at the top are read from right to left and vowels are supplied, the writing means "Be'el Y," a name. These letters, found at Serabit in the Sinai, are almost like those which were invented near Mount Sinai.

The Romans dropped Z and at this time they kept the old letter dropped, as Q. The letter for the Romans, however, by devising the letter 'a' (alpha), they finally settled the matter. The letter 'a' was given the third place in the alphabet. A final change was made in the consonant pronunciation of 'h', instead of making it a long 'e' as the Greeks had done.

After the Romans conquered the Greek world in the 2d century B.C., they became interested in Greek literature. To write certain Greek names, they wanted to use some of the letters they had dropped. Therefore they added the letters V, and between these letters they inserted a new one, Y, as a variant of U. The letter V still continued to mean both V and U. Thus the classical Latin alphabet gained its form, with twenty-five letters.

Rise of the Modern Alphabet
During the centuries, Rome ruled the Western World, the Latin alphabet spread through all northern and western Europe. In the course of the Middle Ages, the letters J and W were added, and the old Y (as is told in the FACT-INDEX). These additions created the modern alphabet. It is used for writing English, Italian, and other languages in Europe. In most of the world, the letters are added to certain incipitons. (For example, the FACT-INDEX.) It remained in use in southern

The "Truman Doctrine" Helps Greece

The Communists had gained control of much of the wild mountainous country of northern and central

The Stirring Days

A visit to the Greece of today gives no answer. Neither does a mere review of the political and military events of ancient history. We concern ourselves with the Greece of old because Western civilization was born there. Because there, between 600 and 300 B.C., a handful of men dethroned the blind and arbitrary fates that had seemed to rule the world. They conceived instead the ideas that the universe is orderly and that by the use of their reason men can come to understand it. Accordingly they investigated and developed the principles of reasoning and applied them to every problem they could think of—from astronomy to politics and from mathematics to the fine arts.

The Beginnings of Greek Culture

The story of ancient Greece takes us back to about 1500 B.C., when wave after wave of barbarian invaders swept over and destroyed the towns and cities of the Aegean basin, and then gradually built up a new civilization upon the ruins. You may read elsewhere about the early Aegean civilization with its legends, its institutions, and its

In the winter of 1946-47 American officers trained the Greek army. Late in 1947 Greek Communists set up a "free Greece" in the north. Their advances threatened to engulf all Greece. But the United States increased its economic aid and strengthened Greek military training. The Communists surrendered in 1949. The European Recovery Program helped the Greeks to rebuild homes in the shattered north. At the United States demand, Greece liberalized its government. Women voted for the first time in 1951.

The Stirring Days of Ancient Greece

Life of the Early Wanderers

At this point we can begin to picture them. The background of the 'Iliad' and the 'Odyssey' is the background of the Age of the Kings (see Iliad, Book 2, lines 1-4). We see the Achaeans living very simply, a race of warriors, their weapons and their songs the only splendid things they have, except for the gorgeous robes and the beautiful jewelry and work they bought from Phoenician traders (Phoenicians). The palace of Odysseus is built of wood, a hall about a court. In this hall they eat and drink, and sometimes it gets very smoky, for there are no chimneys. And the bed of Odysseus is no

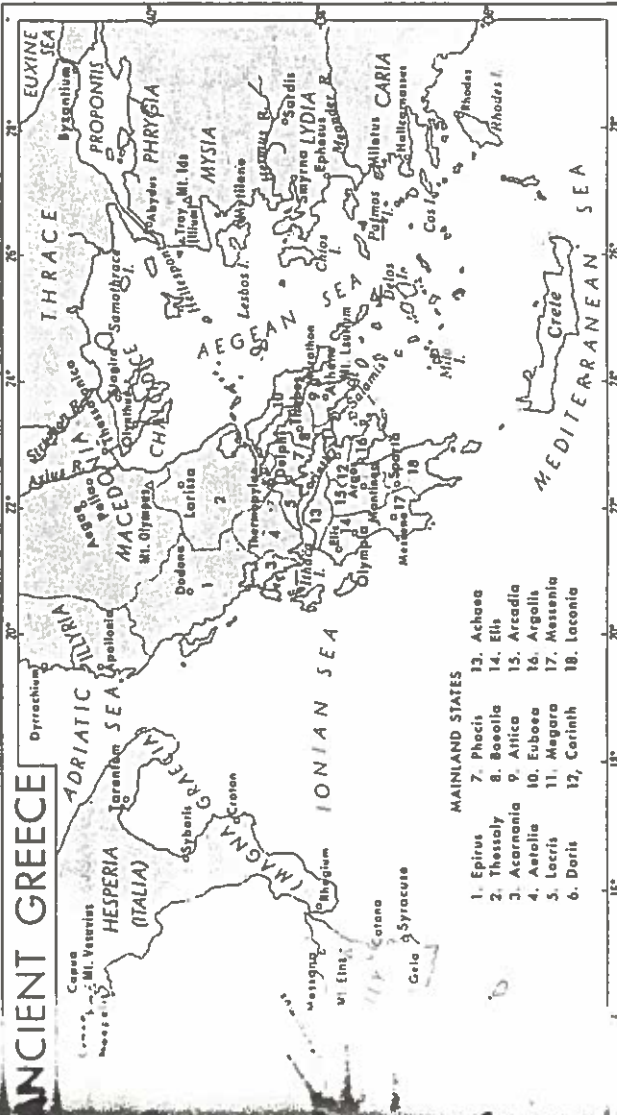


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lands are characteris
as places of refuge.

of Athens, from the
Troyn, and, loftier still
the rocks they built the
city, and the houses
only in a few cases
beyond very the
whole plain of Attica
were Athenian cities
of Argolis. Sparta
west of the Pelopon-



Map shows the chief cities and divisions of ancient Greece, which included settlements in Asia Minor, Sicily, and southern Italy. The map of modern Greece earlier in the article shows the physical features of the central peninsula.

...tower of Persia threatened them all. But ... became a nation. The only patriotism ... knew was loyalty to his city. This ... particularly strange to us nowadays, because ... were so small. Except Athens, probably ... city-state counted more than 20,000

Europe today is chopped up into nations in ... being a few large political units as North ... so on a smaller scale ancient Greece was ... by its mountain ranges. And even the plains ... were in many cases subdivided, contain- ... city-states and surrounding its [acropolis] ... These flat-topped, inaccessible rocks or ... are characteristic of Greece and were first ... as places of refuge. From the Corinthian isthmus ... the city Acrocorinthus, from Attica the Acrop- ... Athens, from the plain of Argolis the mound ... and, loftier still, the Larissa of Argos. On

villages, burned ... in strongholds ... swarmed into ... American officers ... Greek Communists ... Their advances ... But the United ... and strengthened ... munist surren- ... ery Program ... the shattered ... Greece liberal ... or the first time

see

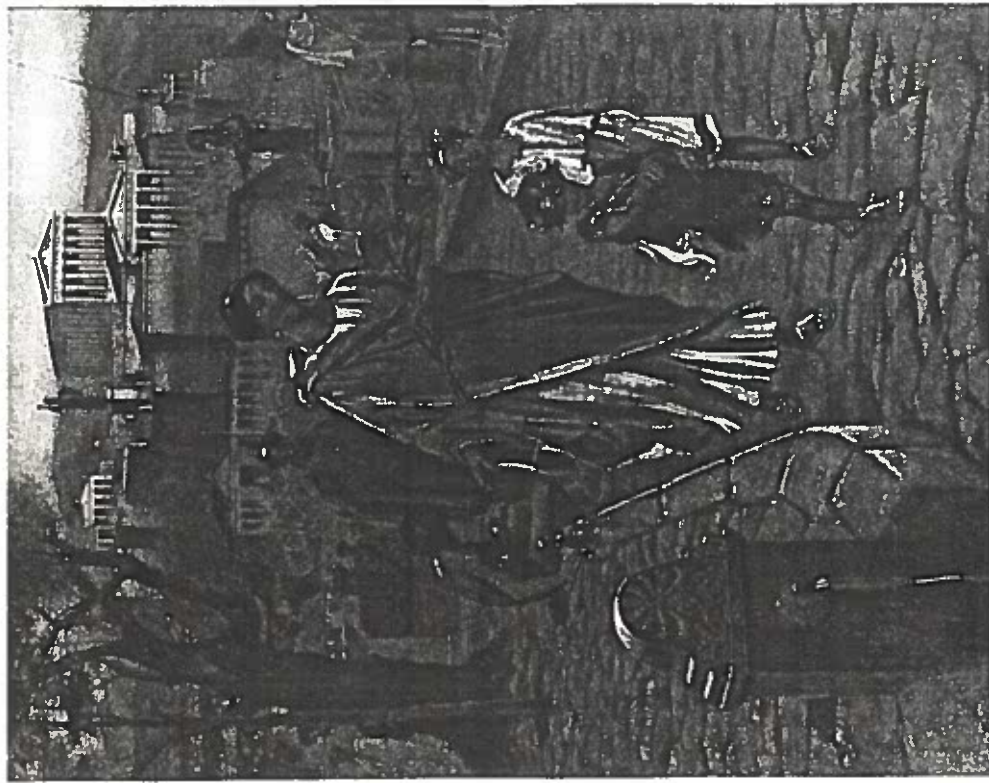
A ... of ... us, who compo- ... three or four ... in their Achaean ... and the Ionians ... and coasts of Asia

Wanderers

the Aegean ... eels called them ... absorbed when ... with the people ... in the nomads ... tted to come ... ation. So of the ... ent we know ... builders not ... moving southward ... Danube, driving ... their families and ... stopping in ... and harvest ... in the pasture ... up far ... led by ... a to picture them ... and the 'Odyssey' ... the Kings (see ... y simply, a race ... and their songs

Imbros, and Lemnos, long occupied by Athenian colonists; in Lesbos, "where burning Suppho loved and sung," and Scyros, island of Achilles; in Chios, Samos, and Rhodes, as well as in the nearer-lying Cyclades — so called (from the Greek word for "circle") because they formed a circle around the sacred island of Delos—and to the south in the island of Crete. The western shores of Asia Minor were fringed with Greek colonies, reaching out past the Propontis (Sea of Marmara) and the Bosphorus to the northern and southern shores of the Euxine or Black Sea. In Africa there were, among others, the colony of Cyrene and the trading post of Naucratis in Egypt. Sicily too was colonized by the Greeks, and there and in southern Italy so many colonies were planted that this region came to be known as Magna Graecia, or "Great Greece." Pressing farther still, the Greeks founded the city of Mussilia, now Mar-sailles, in Gaul.

7. A. A. C. E.



A Greek mother walks with her children on a stone-paved street. Notice the doll in the little girl's arms, bought from the peddler sitting on the curb. Observe also the drinking fountain at the left. In the background rises the hill known as the Acropolis, crowned by the Parthenon and other temples. The painting is by a French artist, André Castaigne.

watch it from Homer to historical times. During the 8th and 7th centuries B.C. the kings disappear, monarchy gives way to oligarchy, that is, the rule of the few. The power goes over to the wealthy landowning nobles—the "Eupatrids" or well-born. But the rivalry among the nobles and the discontent of the oppressed masses are too great, and soon a third stage appears.

This third type of government is known as tyranny. Some Eupatrid suddenly seizes absolute power—usually by obtaining the favor of the people and promising to right the wrongs inflicted upon them by the other land-holding Eupatrids. He is known as a "tyrant," which among the Greeks was not a term of reproach, merely implying one who had seized kingly power without the qualification of royal descent. The tyrants of the 7th century were a

tyrant who taught the people their rights and their power.

By the beginning of the 5th century B.C. Athens had gone through these stages and emerged as a democracy—the first democracy in the history of the world. Between two and three centuries before this the kings had made way for officials called "archons," elected by the nobles, and the aristocratic form of government was established. About 621 B.C. an important step in the direction of democracy was taken when the first written laws of Greece were compiled from the existing traditional laws. This form was forced by the pressure to relieve them from the oppression of the nobles. But the code—which was so severe that the adjective "Draconic," from the name of its compiler Draco—is still a synonym for "harsh" did not give sufficient relief. A revolution was averted only by the wise reforms of Solon, about a generation later (see Solon). But Solon's reforms only put off the fatal day, and in 561 B.C. Pisistratus, aided by the discontented, made himself tyrant. Within two interruptions, Pisistratus ruled for more than 30 years, fostering commerce, agriculture and the arts, and laying the foundation for much of Athens' future greatness. His sons, Hipparchus and Hipparchus attempted to continue their father's power by slaying two youths, Harmodius and Aristogiton, who henceforth lived in Greek tradition as themes for sculptors and poets. By the time of Clisthenes, about 509 B.C., the rule of the tyrants was firmly established.

Very different was the course of events in Sparta (see Sparta), which had now established its most powerful military state in Greece. The strict laws of Lycurgus (see Lycurgus) it had retained its primitive monarchical form of government with little change. Nearly the whole of the Peloponnese had been brought under its iron heel and was now jealously eyeing the rising power of democratic rival in central Greece.

During this period the intellectual and artistic culture of the Greeks centered among the Ionians of Asia Minor. Thales, called "the first Greek philosopher," was one of the great thinkers of this time.

...continued to... of the new... Asiatic w... from awak... of Greece by... their oppres... story of her... the enor... on the... How at... this momen... ruin, but y... Greece. S... to the shrew... aristocracies, w... not land s... the key to pow... command of... his fell... larger t... rest of Gr... at Piræus. T... by which t... at the batt... Athens mac... For, within t... Athens ha... Asiatic coast... confederacy (c... the treasury... for use... generation t... an Athenian Er... at a stride... a provincial cit... wealth beyond... state flowed i... and allied... food of comm... and reve... The popul... as foreigner... prosperity. The... of a few... world no... flourished as... and sculpto... with the work... even today... and man, st... human skill... the most r... teach... B.C. C... health and por... the ci... of intel... before or since

The Peloponnesian War

The plan of Pericles in the Second Peloponnesian War was not to fight at all, but to let Corinth and Sparta spend their money and energies while Athens conserved both. Therefore he had all the inhabitants of Attica come inside the walls of Athens and let the Peloponnesians enter the plain of Attica year after year and ravage as they would, while Athens, at ease without losses, harried their lands by sea. But Pericles reckoned without the dangers of overcrowding. The plague broke out in Athens and killed one-fourth of the population, including Pericles himself, and left the other three-fourths without spirit and without a leader. After dragging along for ten years this war ended with the supremacy still undecided.

Alcibiades and His Evil Influence Almost before they knew it, however, the Athenians were whirled by the unscrupulous demagogue Alcibiades.

But the real life of the city was out of doors. The men spent much of their time talking politics and philosophy in the agora or market place, exercising or lounging in the athletic fields, performing military duty, sitting in the Assembly or the Council of 500, taking part in the numerous state festivals, or doing jury duty—there were 6,000 jurors on duty all the time in Athens, for all the allied cities were forced to bring their cases to Athens for trial. Daily salaries

CLINGING CLOTH CARVED FROM THE SOLID STONE



These three figures from the ruins of the Parthenon in Athens, and now in the British Museum, are generally supposed to present the finest treatment of drapery known to the sculptor's art. Multitudes as they are, the exact meaning of these figures remains a mystery. They are commonly called 'The Three Fates', but another interesting theory is that the reclining form is that of Thalesas 'the Sea', lying in the lap of Gaia 'the Earth', and that the exquisite flowing lines of drapery represent the waves breaking upon the shore. According to this theory, the figure at the left did not belong to the group.

their independence. The men of genius who gave their stamp to the age seemed to live a life apart from the tumultuous politics and wars of the period. They sprang up everywhere, in scattered colonies as well as in the peninsula. And when the great creative age had passed its peak, Greek artists and philosophers were sought after as teachers in other lands, where they spread the wisdom of their masters.

What were these new ideas for which the world reached out so eagerly? First among them was the determination to live by the light of reason, to follow the truth wherever it led. In their sculpture and architecture, in their literature and philosophy, the Greeks were above all else reasonable. "Nothing to excess" (*meden agan*) was their guiding principle, which the Roman poet Horace later interpreted as the "golden mean."

Their art was singularly free from exaggeration. Virtue was for them a path between two extremes—only by temperance, they held, could man attain happiness. Believing in a balanced life of the mind and body, they had time too for play, and played magnificently (see Olympic Games). Even in the most troubled times they kept their joy in life, refusing to surrender to pessimism.

From Homer to Aristotle

This many-sided culture seemed to spring almost full-grown into being. Babylon contributed a little astronomy and Egypt the rudiments of geometry and medicine; but the genius of the Greeks owed little to these ancient civilizations. As we have seen, their culture had its beginnings in the settlements on the coast of Asia Minor. Here Homer sang of a joyous, conquering people and of their gods who, far from being aloof and forbidding, were always ready to come down from Mount Olympus to play a part in the absorbing life of mankind (see Homer; Mythology; Trojan War). In Asia Minor too philosophy was born. Here in the 6th century B.C. Thales, Heraclitus, Democritus, and other nature-philosophers speculated on what stuff the world is made of. Thales also con-

Pericles (see Pericles; Architecture; Greek Art; Greek Literature). Philosophers now turned their thoughts from the study of matter to the study of man himself (see Education). Toward the end of the century Socrates ushered in the most brilliant period of Greek philosophy, passing on his wisdom to his pupil Plato, who in turn handed it on to "the master of those who know," the great Aristotle (see Socrates; Plato; Aristotle; Academy).

Progress of Science in the Hellenistic Age

Alexander spread Greek learning with his conquests. The three centuries following his death (323 B.C.) are called the Hellenistic Age, as distinguished from the true Hellenic period.

HOW THE GREEKS DECORATED POTTERY



This exquisite decoration of an ancient Greek vase was pieced together from broken fragments. In this type of work the background was painted black and the figures delicately sketched in with black lines over the natural red of the clay.

The city founded by Alexander at the mouth of the Nile—called after him Alexandria—now became the intellectual capital of the world (see Alexandria).

In literature and art the Hellenistic Age was imitative, looking to the masterpieces of earlier days for inspiration; but much brilliant work was done in science. Archimedes in Sicily put mechanics on a sound footing and Euclid established geometry as a science (see Archimedes; Geometry). Eratosthenes made maps and calculated the earth's circumference (see Earth). Aristarchus put forward the hypothesis that the earth revolves around the sun. But Ptolemy clung to the belief in a central earth with heavenly bodies circling around it; and his works remained standard throughout the Middle Ages (see Ptolemy).

How Greek Culture Survived

The Hellenistic Age came to an end with the establishment of the Roman Empire in 31 B.C. The Romans borrowed from the Greeks their art and science as well as their philosophy of stoicism. When Christianity grew and spread it was inevitably influenced by Greek thought. Through the period of the barbarian invasions Greek learning was preserved by the Christians in Constantinople and by the Mohammedans in Cairo (see Mohammed). Later its light shone again in the Middle Ages with the foundation of the

The GLORIOUS Hellenistic Age

GREEK AND ROMAN ART. Art owes a great deal to nature. Greece is one of the fairest in all the world; nowhere nature brought together so many of mountains and sea and a beautiful combination. Lines of mountains and valleys in the crystal-clear air and brilliant blue of the sky helped to inspire that lovable graceful line, of perfect proportion and symmetry, of strength and beauty, which is characteristic of Greek architecture and sculpture according to the beauty that was everywhere. To him, the Greek sculptor, to make his mind and his body harmonious and beautiful as Nature. It is impossible to measure how much the sculptor owes to the Greek emphasis on physical culture and their education. And Nature herself offered the Greeks in another important way; which for many of the islands made the coast, notably too, the islands of white marble, in Attica the quarries of Mount Pentelicon and Mount Hymettus yield an abundance of the best marble. The sculptor's chisel invites the sculptor's chisel. But we must not think that the Greeks were satisfied with their sculpture and their architecture almost entirely washed away by other bright hues which we can imagine must have been when those works of the great Greek past appeared, and lives only in what we are about it and in the work of our day. Polygnottus in the 5th